(d) Prasar Bharati has intimated that it is the constant endeavour of Doordarshan to acquire telecast rights of sports events with high viewer interest and improve the content and presentation of DD-Sports channel.

Selection of Anchor-cum-News Readers for DD News

† 1290. PROF. RAM DEO BHANDARY: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that Prasar Bharati got 21 Anchor-cum-News Readers selected from a private company for Doordarshan News;

(b) whether the reservation policy relating to SCs/STs and OBCs has been followed in their selection;

(c) if so, the details thereof; and

(d) if not, the persons responsible for violation of Government's policy and the action proposed to be taken against them and the manner in which reservation will be fulfilled?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) Prasar Bharati has informed that it has engaged twenty-one newscasters/anchors, on contract basis for a period of one year through a private agency. -

(b) to (d) The information is being collected and will be laid on the Table of the House.

Programmes and Advertisements on TV

† 1291. SHRI JANESHWAR MISHRA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that various cable TV. Channels and Doordarshan, on the one had are telecasting such advertisements and programmes which are luring the children and on the other they are giving preference to the programmes which are detrimental to Indian culture and propagating western culture;

(b) if so, whether government would frame any law which could put a curb on such programmes; and

(c) if so, by when the details thereof?

† Original notice of the question was received in Hindi.